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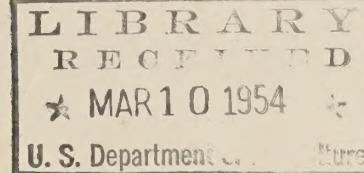
**PAUL J. HOWARD'S**

11700 National Blvd., Los Angeles 64, California



**THIS REAL SECRET OF  
Nursery  
Growth and Bloom  
can work wonders in your yard**

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**Only ONE THING may be  
needed to help you produce**

The bloomin'est roses  
the earliest, juiciest tomatoes  
**– the most luscious flowers  
and vegetables for miles around!**

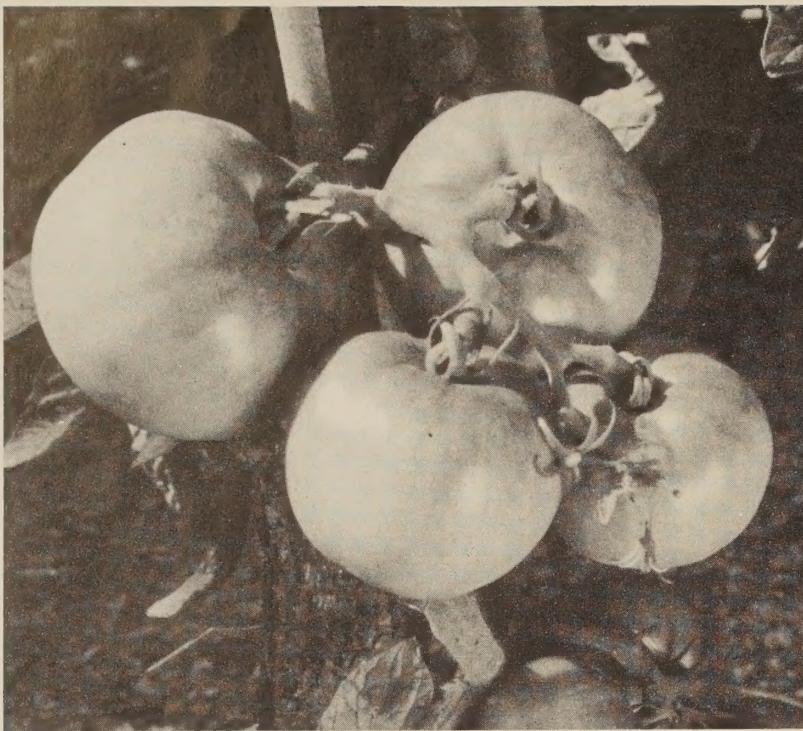


# You can make your garden a show garden

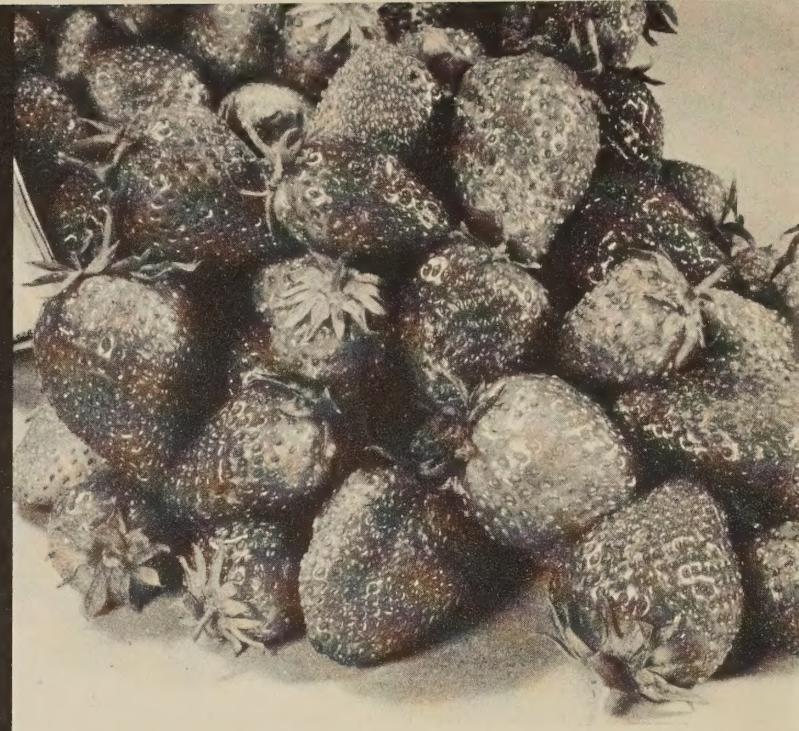
You may have done everything possible in the past. You may have gotten good results.

But now you can take one more step toward full plant development . . . the kind of development that means really breathtaking beauty along your walks and around your house—that means the differences between just vegetables and the biggest, most flavorful vegetables in the neighborhood.

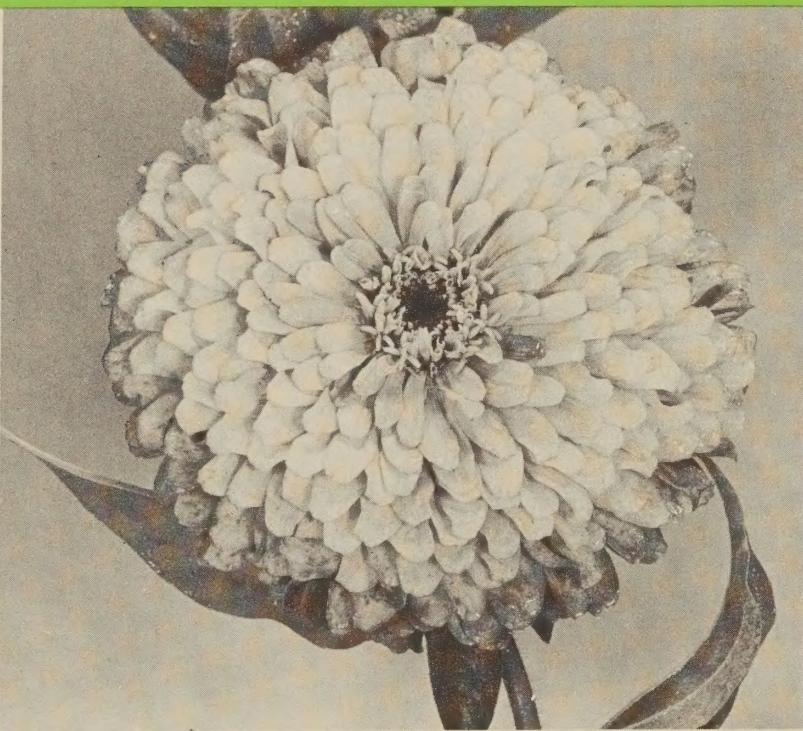
It's something which, in the past, nurserymen worked hard and spent much money to achieve . . . but which was difficult, if not impossible for the amateur. But now it's easy and you can give your plants the help nurserymen say all plants need . . .



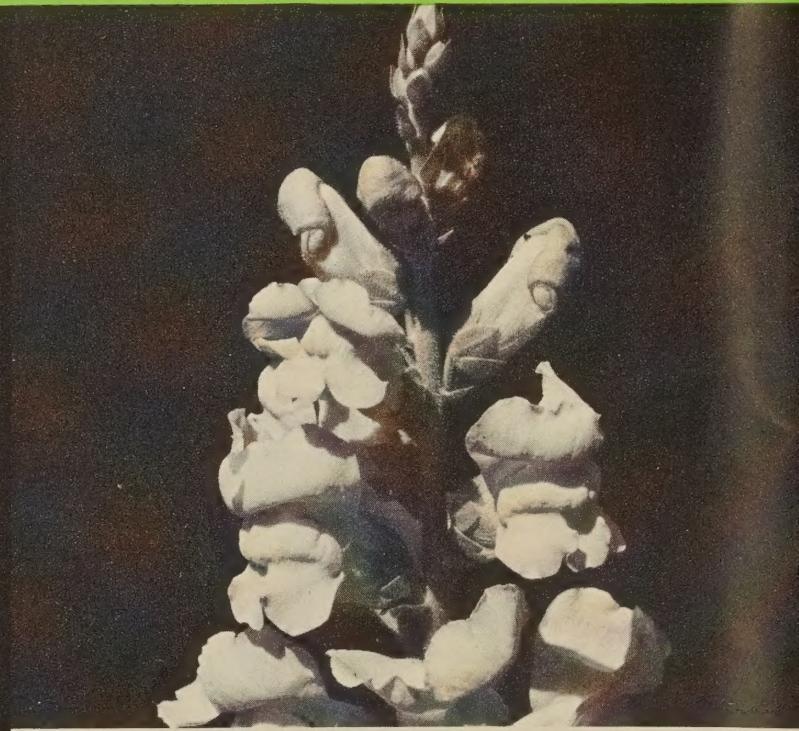
**EARLY AND BIG...** red-ripe and delicious . . . way ahead of your neighbor's. Yes, this is possible with tomatoes—all vegetables! You can have the finest garden for miles around . . . if you give your plants the help they need to achieve full development.



**BIG, TENDER, JUICY...** there's nothing better than strawberries at their best. But they, like all plants, need help to reach their best . . . help which was hard to give in the past but is easy and economical now.



**SAUCER SIZE...** that's how big the newer varieties of zinnias can be, if you give them the chance to grow as big as they were bred to be! Zinnias are easy to grow but they are truly magnificent if you help them to *full* development.

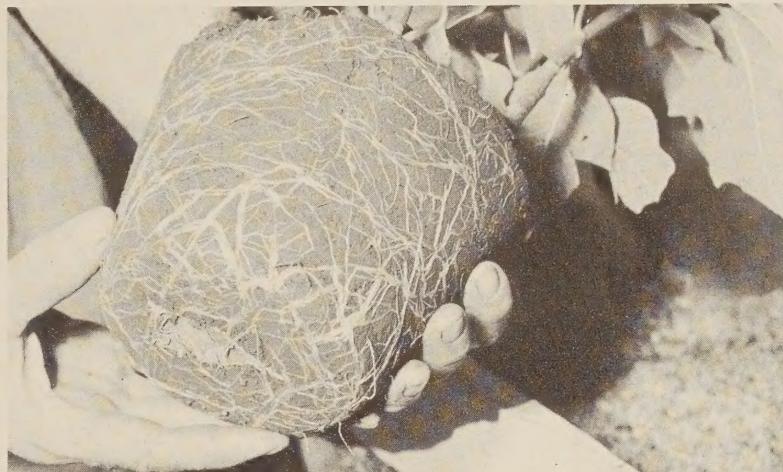


**SKYSCRAPER SPIRES...** simply loaded with bloom . . . that's the way this beautiful flower is meant to be. And that's the way it can be in your yard if you help it to full growth. Not just pretty . . . but breathtakingly beautiful.

# EVIDENCE — from Nurseries that Krilium® really pays



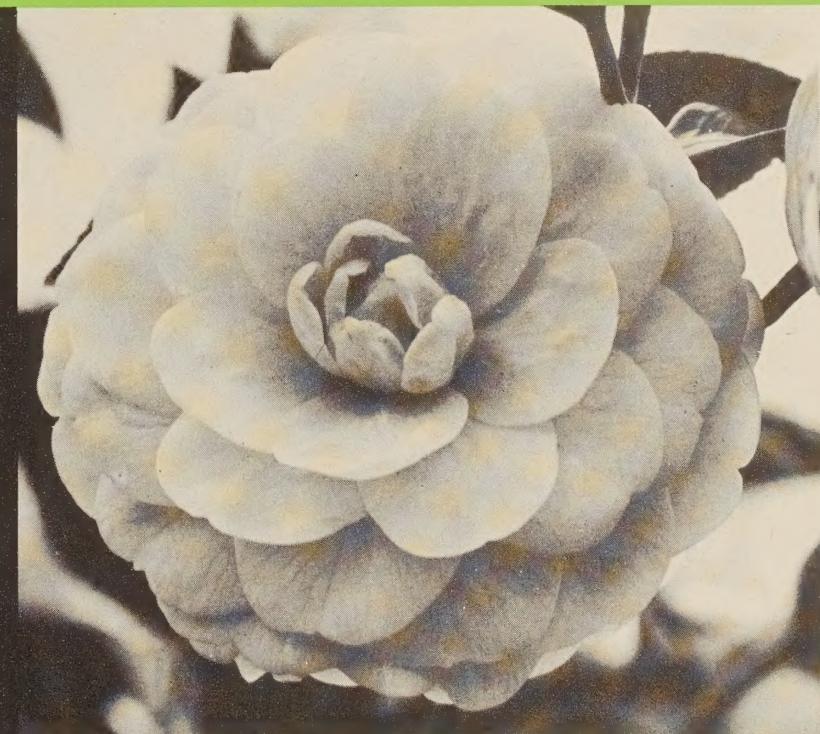
AT BLAIR NURSERIES, Blair, Neb., carnations in soil conditioned with Krilium outproduced other carnation plantings 3 to 1. With Krilium they grew so fast that 30-inch stems could be cut in October. Notice prominent nodes indicating rapid growth. All stems were strong and tall, some as high as 39 inches.



AT EDERER FLORIST, Omaha, Neb., not a single poinsettia plant was lost while other growers in the area had crop failures. Plant above shows why. Notice the fine root development in the soil treated with Krilium. So many feeder roots, so uniformly distributed that they hold the loose, porous soil in a compact ball.



**PROFUSE BLOOMS...** big blooms . . . all along the line. Fresh and beautiful day after day. That's the way poppies can and should bloom. And that's the kind of development you can help them to achieve by making it easy for them to grow.



**CORSAGE QUALITY...** right in your yard. Even this is possible—even delicate, flowers like camellias can be grown successfully if you know and use the big secret of nursery growth and bloom . . . help them develop easily!



# THIS is possible in your yard!

**Now you can help your plants to  
FULL GROWTH  
AND BLOOM  
the way Nurserymen do**

**Y**es, roses like this... strong, vigorous, full-blooming the very first year. And all the other magnificent flowers and vegetables you've seen on these pages.

All you have to remember is this simple fact which any nurseryman will tell you is true of almost any plant you can name:

**Growth and bloom ABOVE the ground depends on growth and development BE-NEATH the ground!**

A plant is only as strong as its roots. You can't hope to have full development above until there's full root development down-stairs beneath the soil.

**The real reason for "secret" soil formulas**

That's why—in the past—each nurseryman had his own "secret" soil formula... worked hard each year preparing his own particular mixture of peat moss, manure and other materials which contain natural but temporary soil conditioning elements.

Not primarily to provide food (today there are many ways to do that)... but to provide the kind of soil texture which would make it easy for roots to grow... easy for them to absorb food and moisture... easy for them to achieve full development!

**Now nurserymen use Krilium... and it will work wonders in your yard**

Secret soil formulas are expensive and temporary (soil bacteria break down "natural" soil conditioning elements). They require special skill and much labor to prepare. Few amateurs could hope to duplicate them successfully.

But today many nurserymen have found a better way to prepare soil for full root development... a way you can use in your yard. They are using Krilium Soil Conditioner.

Other so-called soil conditioners have come and gone. But Krilium—the original, developed and thoroughly tested by Monsanto Chemical Company—is getting more and more professional use. Not only in greenhouses... but in tobacco seed beds, truck gardens, nurseries and other places where

full plant development can mean the difference between profit and loss.

**Helps your plants use food and water far more effectively**

Krilium is not a fertilizer... but it binds the particles of earth into tiny, sponge-like clusters that resist packing down. Water and plant food seep through easily. Roots reach out farther more easily and more "hair roots" develop in the porous soil. Needed oxygen gets down into the soil and carbon dioxide is "breathed out" more easily. Your plants aren't stunted, aren't smothered by heavy, hard-packed soil. They are free to develop fully!

**RESULT: Better root systems... stronger, healthier, more fully developed flowers and vegetables... bigger, more luxurious blooms... and LESS WORK FOR YOU!**

**One application of Krilium saves time, work, money for many seasons**

Krilium is easy to apply. Just prepare the seed bed in usual way—sprinkle on Krilium and rake in. Saves cultivating even the first year... because the soil stays in a loose "just cultivated" condition all the way down and weeds pull out easily with all their basic roots.

But it's next year, the year after, and the year after that—when you go out for the traditionally tough job of spading—that you'll discover the real savings. Instead of heavy, hard earth that "breaks your back"... you'll find loose, easy-to-spade soil that falls apart at a touch.

**Not a yearly treatment—does not have to be renewed every year**

Unlike "natural" soil conditioners, such as peat moss—soil bacteria can't break down Krilium. Its benefits are lasting... bring you better soil, better gardening and substantial work and money savings for a long time to come.

Use Krilium Soil Conditioner this spring and see what a difference it makes in your yard. Start new rose bushes right... help your flower beds bloom as they have never bloomed before. It puts the big secret of nursery growth and bloom to work in your yard.

**5-lb. can \$4.95**

**1-lb. can \$1.39**

RECOMMENDED AND SOLD BY

**PAUL J. HOWARD'S  
California Flowerland**

11700 National Blvd., Los Angeles 64, California  
Telephones: TEXas 02951—ARizona 31171

**Helps everything that grows...  
GROW BETTER!**



Krilium endorsed by Southern California Floral Association.



A product of Monsanto Chemical Company

**shop with  
ease and  
convenience at**



*America's  
Most Beautiful  
Nursery*



**COMPLETE GARDEN  
SUPPLY CENTER**

Every tool you need  
in your garden...plus  
expert, friendly advice  
on how to use them.

**UNIQUE GIFT SHOP**

Fascinating objects  
of art from every  
corner of the world to  
brighten your home or  
delight your friends.

**PLANTS, SHRUBS  
TREES**

Choice selections of  
finest stocks for every  
purpose to make your  
yard a garden spot.

**One Trip for  
Everything...**

Plenty of free parking  
space. Visit our world-  
famous nurseries today!

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